

AMENDMENTS TO THE SPECIFICATION

Please replace the paragraph starting on line 15 on page 14 with the following.

The client profiler 23 extracts from the program database 26 a set of demographic data associated with a particular television program request made by the user, which may be stored in the interaction database 25. The profiler 23 also extracts from the program database 26 content affinity or psychographic data associated with a program request made by the user. Such content affinity and psychographic data may come from a categorized listing of television programs that translate a program identifier into content preferences. The information in the program database 2639 may be downloaded from the iTV server 12 to the set top box or client 10 periodically depending on the amount of memory available at the set top box. For set top boxes with very little memory, each hour a program database containing only the data for the programs shown that hour would be sent fro the iTV server 12 to the set top box or client 10. It should also be noted that the program database 2639 may contain, in some embodiments, profile information and content affinity information for URL addresses or other client interaction data. Such URL information may include demographic or psychographic data that has been compiled by an outside source or given URLs, and such URL information may be gathered in the same manner as program data by the sniffer 22. In addition, the URL information may be used by the profiler 23 in the manner described above and in more detail below.